

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
12 October 2006 (12.10.2006)

PCT

(10) International Publication Number
WO 2006/107618 A3

(51) International Patent Classification:
H04N 7/173 (2006.01)

(21) International Application Number:
PCT/US2006/010764

(22) International Filing Date: 24 March 2006 (24.03.2006)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
10/907,540 5 April 2005 (05.04.2005) US

(71) Applicant (for all designated States except US): **SCIEN-
TIFIC-ATLANTA, INC.** [US/US]; 5030 Sugarloaf Park-
way, Lawrenceville, Georgia 30044 (US).

(72) Inventor; and

(75) Inventor/Applicant (for US only): **RUSS, Samuel H.**
[US/US]; 1450 Turtle Dove Lane, Lawrenceville, Georgia
30043 (US).

(74) Agents: **LAFFERTY, Wm. Brook** et al.; Scientific-At-
lanta, Inc., Intellectual Property Dept., 5030 Sugarloaf
Parkway, Lawrenceville, Georgia 30044 (US).

(81) Designated States (unless otherwise indicated, for every
kind of national protection available): AE, AG, AL, AM,
AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN,
CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI,
GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE,
KG, KM, KN, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV,
LY, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NG, NI,
NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG,
SK, SL, SM, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US,
UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every
kind of regional protection available): ARIPO (BW, GH,
GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM,
ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),
European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI,
FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, NL, PL, PT,
RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA,
GN, GQ, GW, ML, MR, NE, SN, TD, TG).

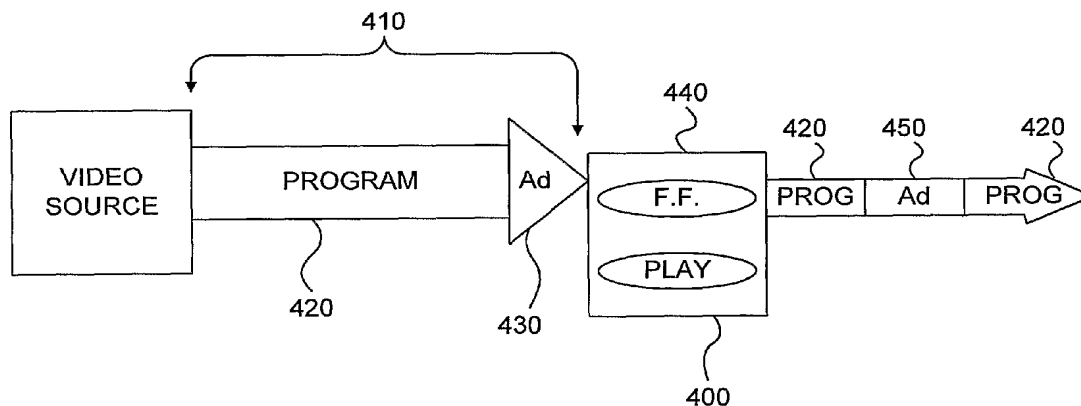
Published:

— with international search report

(88) Date of publication of the international search report:
21 December 2006

For two-letter codes and other abbreviations, refer to the "Guid-
ance Notes on Codes and Abbreviations" appearing at the begin-
ning of each regular issue of the PCT Gazette.

(54) Title: NETWORKED MULTI-ROOM SYSTEM AD INSERTION



(57) Abstract: Networked multi-room system ad insertion. Replacement material can be inserted into a presentation from a tuned source in a networked multi-room system (NMS) with a primary device and at least one remote device. Ad-insertion tags in the presentation correspond with commercial breaks in the presentation. Replacement material, such as new commercials, that may be user specific, can be inserted at the tags. The presentation can be recorded to a DVD or played from the primary device to remote devices in the NMS. Different devices could display the same presentation, but with different commercials.

INTERNATIONAL SEARCH REPORT

International application No

PCT/US2006/010764

A. CLASSIFICATION OF SUBJECT MATTER

INV. H04N7/173

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

H04N

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

EPO-Internal

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2004/221304 A1 (SPARRELL CARLTON J ET AL) 4 November 2004 (2004-11-04)	1-24
X	abstract paragraph [0010] - paragraph [0015] paragraphs [0027], [0029], [0031] paragraph [0034] - paragraph [0038] figures 1,5-7 claim 1	25,26
Y	US 2003/108336 A1 (SCHRAMMEL JOHANNES PETER) 12 June 2003 (2003-06-12) paragraph [0001] - paragraph [0008] paragraph [0022] paragraph [0026]	1-24

☒ Further documents are listed in the continuation of Box C.☒ See patent family annex.

* Special categories of cited documents :

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier document but published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art.

"&" document member of the same patent family

Date of the actual completion of the international search

28 September 2006

Date of mailing of the international search report

06/10/2006

Name and mailing address of the ISA/

European Patent Office, P.B. 5818 Patentlaan 2
NL - 2280 HV Rijswijk
Tel. (+31-70) 340-2040, Tx. 31 651 epo nl,
Fax: (+31-70) 340-3016

Authorized officer

Ricardo, Paulo

INTERNATIONAL SEARCH REPORT

International application No
PCT/US2006/010764

C(Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2004/128682 A1 (LIGA KEVIN ET AL) 1 July 2004 (2004-07-01) abstract paragraph [0011] - paragraph [0018] paragraph [0041] paragraph [0066] - paragraph [0083] figures 5,6 -----	1-26
A	US 2002/178445 A1 (ELDERING CHARLES ET AL) 28 November 2002 (2002-11-28) paragraph [0023] - paragraph [0025] paragraph [0056] figures 5-7 -----	1-26

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No

PCT/US2006/010764

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 2004221304 A1	04-11-2004	NONE	
US 2003108336 A1	12-06-2003	AU 2002353266 A1 CN 1600026 A WO 03049431 A1 JP 2005512413 T	17-06-2003 23-03-2005 12-06-2003 28-04-2005
US 2004128682 A1	01-07-2004	EP 1441534 A2	28-07-2004
US 2002178445 A1	28-11-2002	US 2005283797 A1	22-12-2005